

## PACKAGE PROGRAMS

# CRC

NEWSLETTER

## ON COLLEGE RADIO

### COLLEGE RADIO CORPORATION

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January 31, 1955

BROADCAST AFFIDAVITS FOR JANUARY are enclosed with this Newsletter. Return promptly in the return address envelope provided. As many stations know only too well, CRC mails a duplicate set if this set is not received by the 10th. Especially if you are far from New York, you must hurry to avoid the inconvenience and expense of doing a second set. Be Sure you return Two Copies of each affidavit (exception: only one required for Lucky Strike). Be Sure each copy is Notarized, and bears the Notary's Seal.

OTHER MATERIALS ENCLOSED are past-due items. In some cases, they may have been sent but not received. A small percentage of loss in the mails seems to be inevitable. We cannot account for the fact that it is greater from some stations than others. If no past-due materials are enclosed, a pat-on-the-back for your cooperation is well in order.

LUCKY STRIKE POSTERS, the second set of this school year, are in the mail to all Newscast Plan stations. Several stations will find the broadcast times printed on the posters are wrong. We regret that it is necessary to ask the stations to make corrections. Place the posters on campus, and report the locations on the attached blank. If regulations prohibit such posters on campus, endeavor to place them in such off-campus spots as favorite lunchonettes, bowling alleys, filling stations, movie theatres, etc. Report such placements on the same blank. The report goes to the sponsor; 100% return is requisite.

AN AGREEMENT WITH COLUMBIA RECORDS has been reached. Here are the provisions: A January through December contract; price for the year \$60.00, payable quarterly; records shipped monthly; all records will be new releases, LP, probably about 60% classical and 40% popular; station will have choice of title on 20 of the classics; shipment quantities will vary, but Columbia will contract to deliver a total of about 140 records for the year. For 1955, the agreements will run April 1st through December 31st, with price and deliveries prorated for the shorter period.

The service is available to every station. Note that it involves no announcements or other obligations for the station beyond the purchase price payment. If your station desires this service, write CRC for an application.

BEST NEWSCAST CONTEST tapes from Lucky Strike stations are due by February 28. Make your tape of a broadcast during February, at 7½ inches/second and mail to CRC.

"CAREER HOUR" CONTRACTS have been reviewed. In some instances, a reduction in time commitments is indicated. Modifications are being prepared and will be mailed shortly.



NEW PARTICIPANTS IN CAREER HOUR SERIES , and stations they have selected are:

The Radio Corporation of America: WRCT, Carnegie Institute of Technology; WKCR, Columbia University; WDBS, Duke University; WPGU, University of Illinois; WJHU, Johns Hopkins University; KDGU, University of Kansas; WORO, University of Maine; WMUC, University of Maryland; WTRS, Massachusetts Institute of Technology; WCBN, University of Michigan; WVWP, North Carolina State College; KVRO, Oklahoma A & M College; WRPI, Rensselaer Polytechnic Institute; WRSU, Rutgers University; KZSU, Stanford University; WVIL, Villanova College; WUVT, Virginia Polytechnic Institute; KUGR, Washington State College.

Owens-Corning Fiberglas Corporation: WRCT, WDBS, WPGU, WJHU, KDGU, WTRS, WCBN, WVWP, WNDU, Notre Dame University; KVRO; KUVY, University of Oklahoma; WRPI, WRSU.

Commercial copy and contract modifications will be mailed in a few days.

STATIONS carrying Chance-Vought Aircraft on "Career Hour" are reminded that a taped discussion, for broadcast a few days before the Chance-Vought representative visits the campus, will be mailed from CRC. Some Stations have failed to return the reply post card which tells CRC exactly what day the station has scheduled the playing of the tape. Without this information, CRC may send the tape too late for use at a time convenient to the station. Be Sure to return the tape to CRC after use.

WE ARE MISSING still the program schedules of the following stations: WABS, WABP, WXBC, WCBH, KAGY, WECS, KSMU, WRUC. We can't do a very effecient job of representing your station without your schedules. If you have misplaced the blanks sent for filing your schedule, let us know promptly.

ARTHUR MURRAY, INC., Dance Studios, has placed a spot announcement campaign order for WRSU Rutgers University. Arthur Murray studios in each locality near a college station are being solicited by CRC.

All stations carrying national contracts are asked to forward to CRC copies of any newspaper publicity or promotional posters prepared by the station relating to national advertisers. This applies particularly to stations carrying LUCKY STRIKE, OLD GOLD, and CAREER HOUR accounts. It should not be difficult to get a short mention in the campus paper about your 1) teletype service provided by Lucky Strike; or 2) the Old Gold "Dream Date" personality, Patti Rhodes; or 3) the job opportunities presented on the "Career Hour." Just a paragraph or two from your station about any one of these programs will help substantially to show sponsors the importance of the service they have purchased on your station. We would like to have at least one clipping from each station carrying one of these accounts. (Many stations have sent several). One clipping during the 1954-5 year - that's not much to ask. Won't you help us secure renewal of current contracts and signing of new accounts by cooperating through sending in such a clipping? Your station and CRC are partners in the solicitation of national advertising: we need your assistance to do the best job.

The deadline for entries in the IBS-CRC local station sales "Success Story" contest has been extended to February 15th. If you haven't entered yet, why not do so now? An outline of the contest rules will be found in our Newsletter of January 15th. Even if you don't win a prize, your success story on file may swing some national advertiser your way when choosing stations from the national list - so send in your entry!

Our sincere best wishes to every station for a prosperous and successful semester ahead.